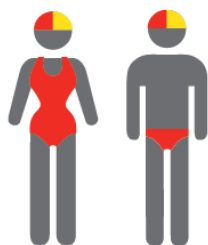


SUNSHINE BEACH

MEMBERSHIP STATISTICS REPORT EOS 2023/24



194
ACTIVE
MEMBERSHIP



741
TOTAL
MEMBERSHIP



243
JUNIOR
MEMBERSHIP

Vs. 2023/24 Mid-Season (JAN 2024)



6% Increase



1% Increase



Equal

Vs. 2022/23 EOS (MAY 2023)



4% Decrease



16% Increase



25% Increase

Note:
Numbers in this report are generated directly from Surfguard;
Active members are taken from the following demographics 13-15 Cadets, 15-18 Youth, Active 18+, Award and Active Reserve members.

TOTAL MEMBERSHIP

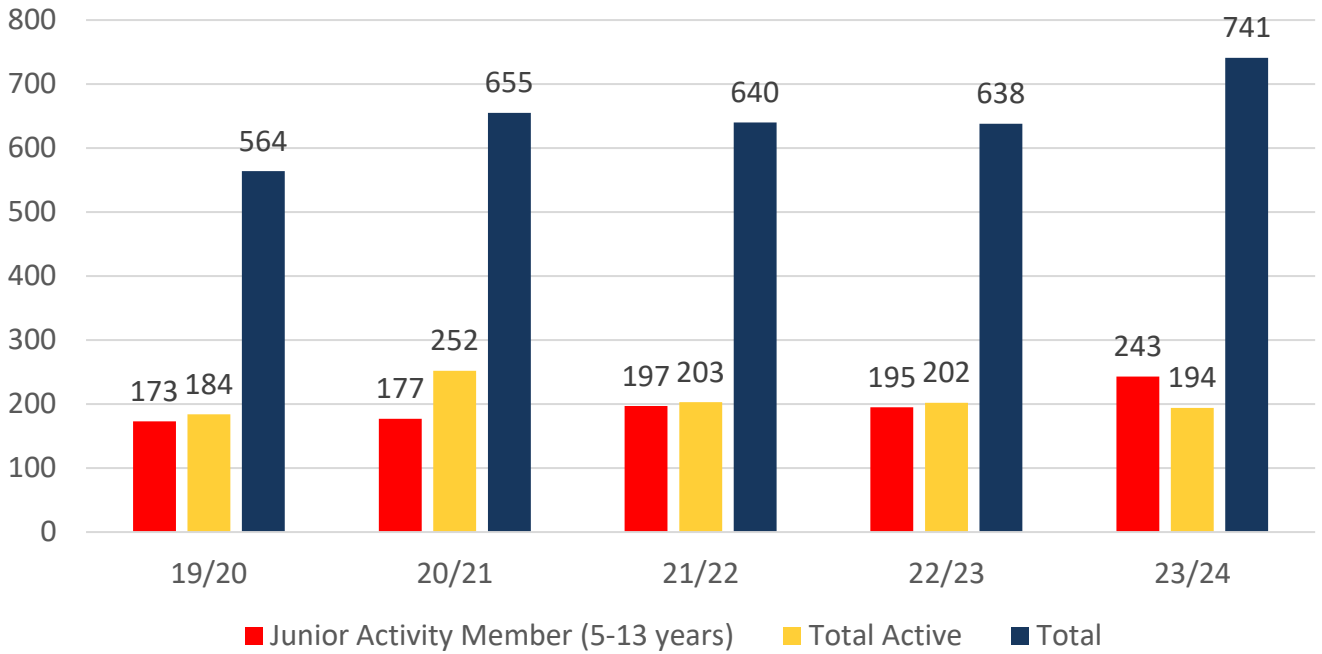
MEMBERSHIP 2019-2024

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	0	1	0	0	2
Junior Activity Member (5-13 years)	173	177	197	195	243
Cadet Member (13-15 years)	29	41	26	8	20
Active Junior (15-18 years)	27	59	23	43	26
Active Senior (18years and over)	109	136	141	132	132
Award Member	18	15	12	18	16
Reserve Active	1	1	1	1	0
Long Service	19	18	17	16	34
Past Active	0	0	0	0	1
Associate	166	185	198	202	244
Life Member	19	19	21	20	20
General	0	0	0	0	0
Honorary	2	2	2	1	2
Non Member Participants	0	0	0	0	0
Leave / Restricted	1	1	2	2	1
Total Active	184	252	203	202	194
Total	564	655	640	638	741

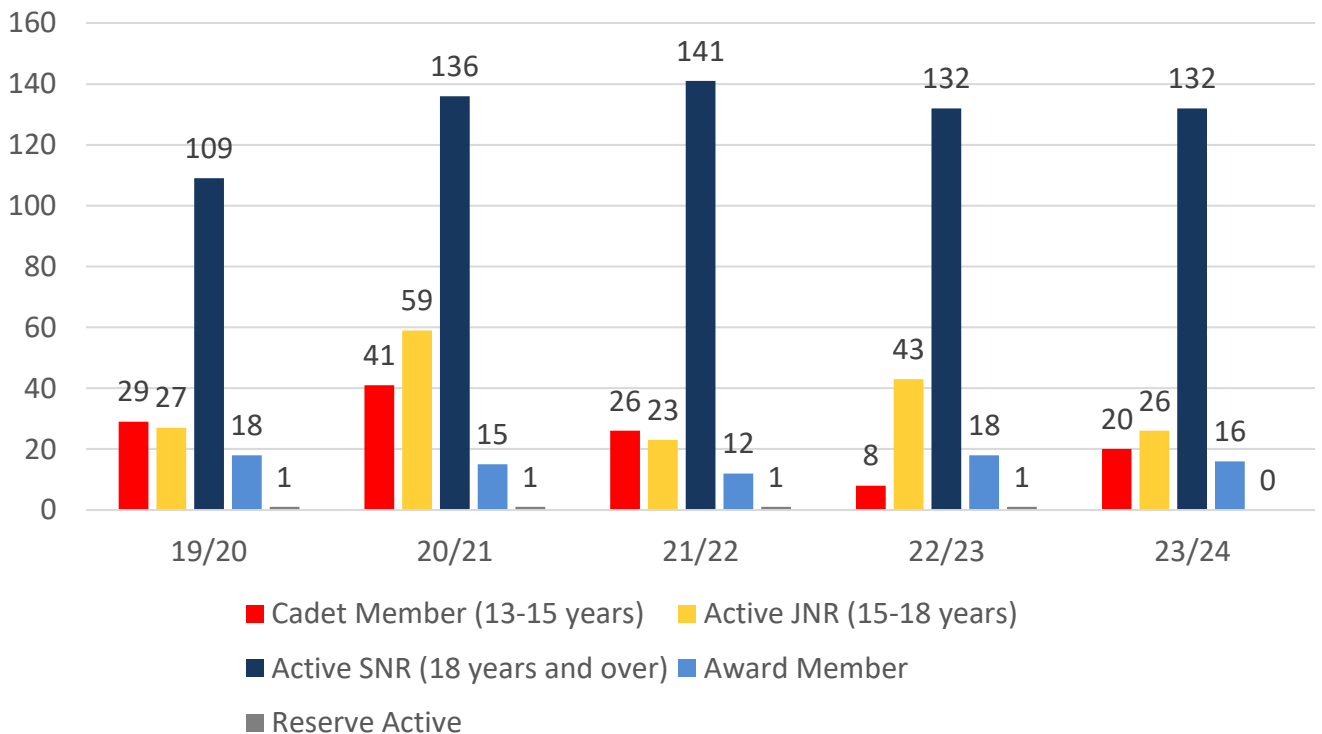
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	0	0	0	0	0
Under 7	27	26	26	14	37
Under 8	31	29	29	32	22
Under 9	17	26	32	35	34
Under 10	31	28	27	30	36
Under 11	20	27	28	23	31
Under 12	18	19	27	24	28
Under 13	16	20	11	29	26
Under 14	12	1	19	10	31
Junior Activities Total	172	176	199	197	245

5 YEAR TREND ANALYSIS

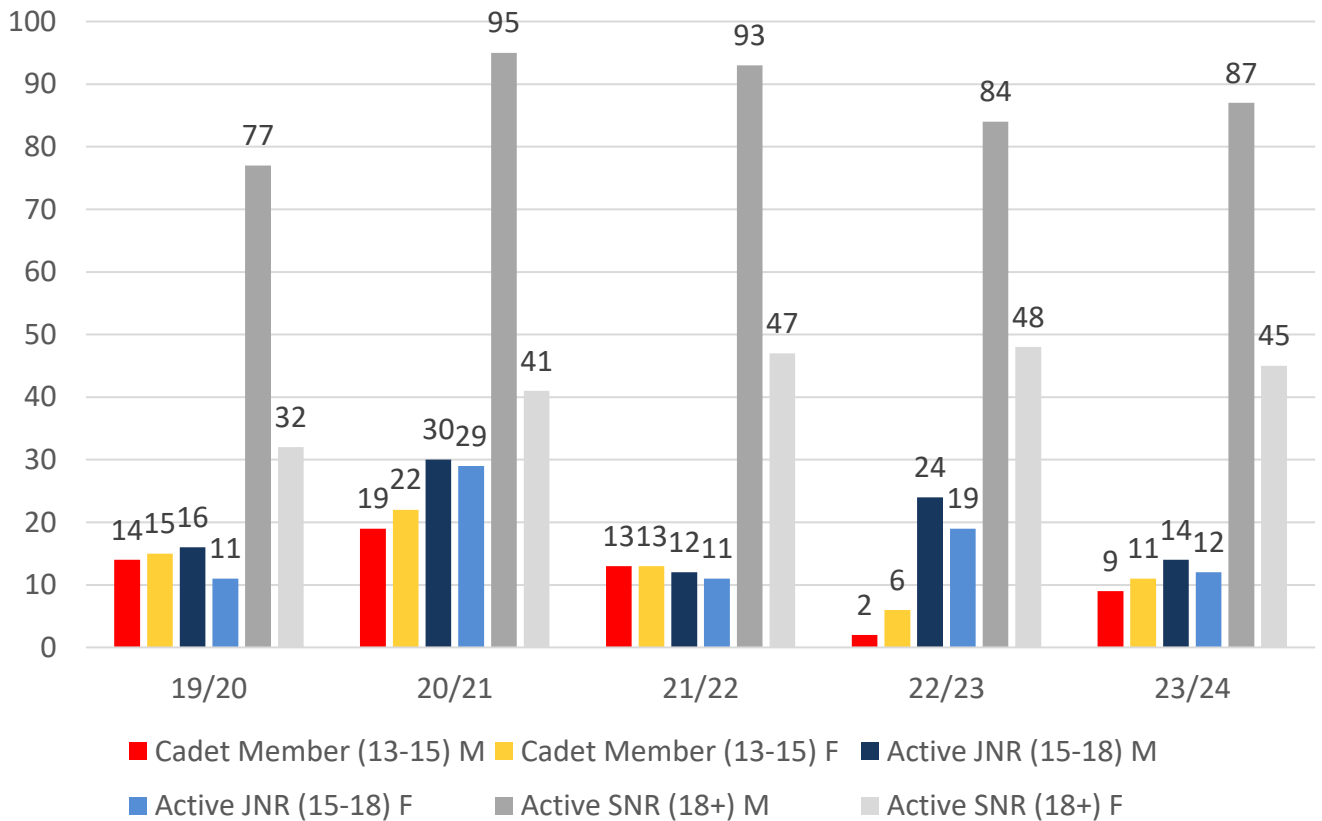
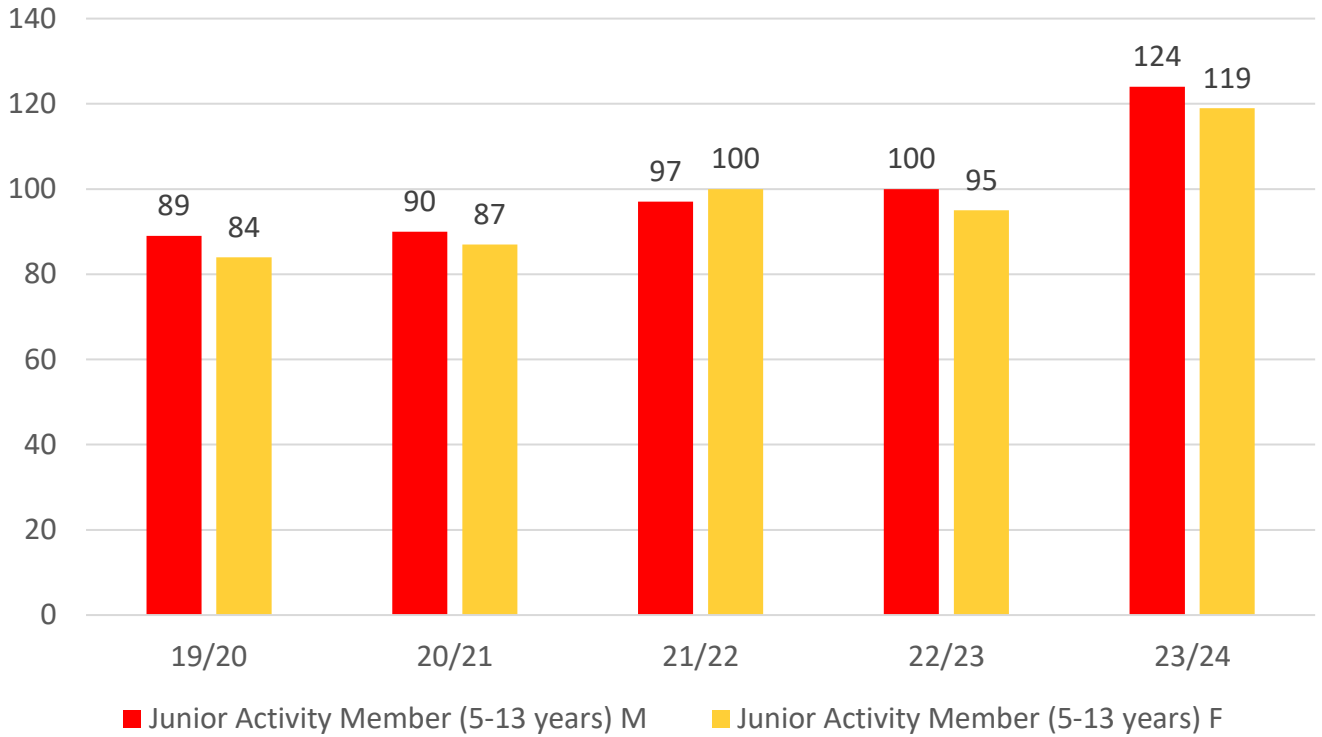
Total Membership



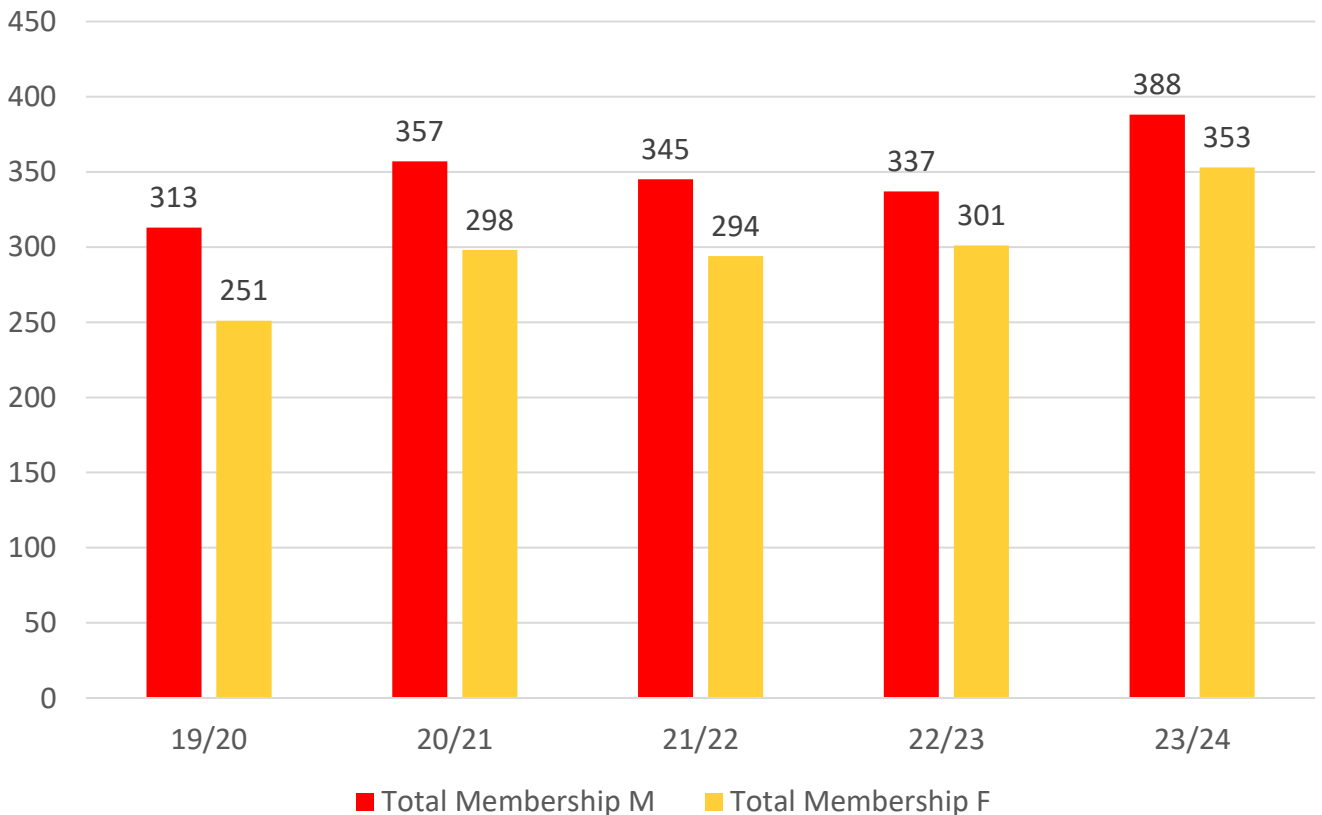
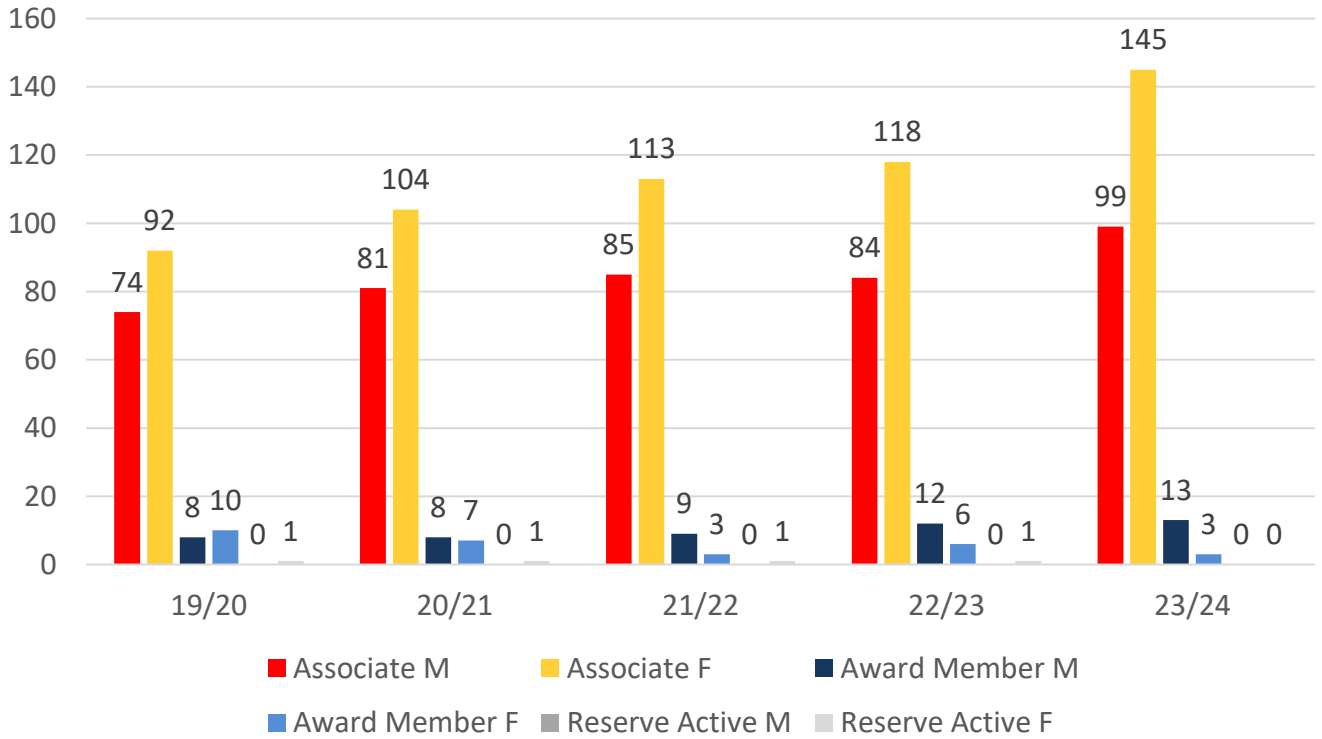
Active Membership



5 YEAR GENDER COMPARISON



5 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



215

BRAND NEW MEMBERS



75%

MEMBERSHIP RETENTION



136

MEMBERS LOST FROM THE ORGANISATION

SUNSHINE BEACH 2023/24														
	2022/23 Membership	Retained from previous season		Transfers between Club Categories	Transferred out of the club		Left the organisation		Brand new members		Transfers In from other clubs		2023/24 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	0	0			0		0		2		0		2	
Junior Activities	195	136	70%	9	9	5%	50	26%	100	51%	16	8%	243	25%
Cadet Member (13-15 years)	8	7	88%		0	0%	1	13%	2	25%	2	25%	20	150%
Active (15-18 yrs)	43	35	81%	9	2	5%	6	14%	0	0%	0	0%	26	-40%
Active (18yrs and over)	132	109	83%		1	1%	22	17%	11	8%	8	6%	132	0%
Award Member	18	17	94%	3	0	0%	1	6%	2	11%	0	0%	16	-11%
Reserve Active	1	1	100%	1	0	0%	0	0%	0	0%	0	0%	0	-100%
Long Service	16	15	94%		0	0%	1	6%	3	19%	2	13%	34	113%
Past Active	0	0			0		0		0		0		1	
Associate	202	138	68%	5	9	4%	55	27%	94	47%	17	8%	244	21%
Life Member	20	20	100%		0	0%	0	0%	0	0%	0	0%	20	0%
General	0	0			0		0		0		0		0	
Honorary	1	1	100%		0	0%	0	0%	1	100%	0	0%	2	100%
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	2	2	100%	1	0	0%	0	0%	0	0%	0	0%	1	-50%
Total Active	202	169	84%		3	1%	30	15%	15	7%	10		194	-4%
Total	638	481	75%		21	3%	136	21%	215	34%	45		741	16%

MEMBERSHIP RETENTION

SUNSHINE BEACH 2023/24								
Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	20	18	90%	1	5%	2	10%	20
16-18 Years	33	24	73%	8	24%	0	0%	29
19-25 Years	27	17	63%	10	37%	0	0%	26
26-35 Years	5	2	40%	3	60%	2	40%	6
36-50 Years	55	49	89%	6	11%	9	16%	53
51-70 Years	61	58	95%	2	3%	2	3%	59
70+ Years	1	1	100%	0	0%	0	0%	1
Total	202	169	84%	30	15%	15	7%	194

SUNSHINE BEACH 2023/24								
Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	0					0		0
Under 7	14	0		0		34		37
Under 8	32	7	50%	5	36%	13	93%	22
Under 9	35	17	53%	13	41%	16	50%	34
Under 10	30	28	80%	6	17%	8	23%	36
Under 11	23	21	70%	7	23%	9	30%	31
Under 12	24	16	70%	5	22%	11	48%	28
Under 13	29	17	71%	7	29%	5	21%	26
Under 14	8	22	76%	7	24%	4	14%	29
Transitioned From JA		8	100%					

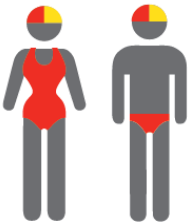
MEMBERSHIP RETENTION

2021/22



68%

TOTAL MEMBERSHIP
RETENTION



71%

ACTIVE MEMBERSHIP
RETENTION



65%

JUNIOR MEMBERSHIP
RETENTION

2022/23



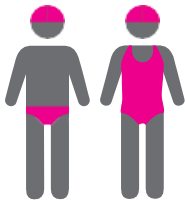
73%

TOTAL MEMBERSHIP
RETENTION



84%

ACTIVE MEMBERSHIP
RETENTION



71%

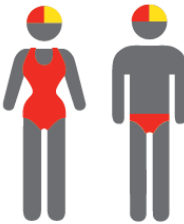
JUNIOR MEMBERSHIP
RETENTION

2023/24



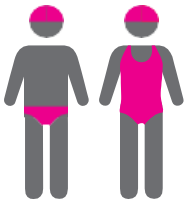
75%

TOTAL MEMBERSHIP
RETENTION



84%

ACTIVE MEMBERSHIP
RETENTION



70%

JUNIOR MEMBERSHIP
RETENTION